

# Grow Your Service Business "Sell More Service"

The Most Profitable Revenue Stream in Your Company



*Selling more service and growing your service contract department, is the most profitable revenue stream in your company.*

Service contracts, maintenance agreements and extended warranties are sold on most home appliances, tools, electronics, home and garden items as well as cars. People purchase these contracts to protect their product purchase against manufacturer's defects that covered past the manufacturer's initial warranty period.

BroadMoar's service contract advisors are subject matter experts that understand the psychology of setting up ways to sell these contracts with a greater attachment rate.

What is the attachment rate? The attachment rate is the calculation of total number of units that can be sold with contracts versus the total number sold with a contract "attached". The average attachment rate is around 15.2% industry wide.

Our subject matter expert will help to grow service contracts of Apple's AppleCare, which the time the attachment rate was 18.6% for the surveyed dealers used for the pilot program. Once our plan was put to use the attachment rate grew to 62.9% in just a 45 day trial period. That's just over a 40% growth. That would equate to over 8 millions in incremental revenue.

Most of our targeted verticals were in the customer products arena, like tools, appliances, electronics and home and garden items such as yard tools and mowers.

The one issue we had to look at was why the majority of these products were sold without service contracts, maintenance contracts, or extended warranties. We found two reasons that kept the purchasers from purchasing an extended warranty for their purchase.

Now armed with the knowledge on why almost 80% of buyers continued to say "NO" to buying a contract for their recent purchase. That's why we created an easy to adopt **"Sell More Service"** Program.

The **"Sell More Service"** Program teaches your staff the simple way to increase attachment rate of the staff. This course takes about a day of setup with your management team and 3 hours with those that will be selling the service contracts.

Let BroadMoar help you change that perception of service with your staff and develop a **"Sell More Service"** program for your business!

Email a BroadMoar Advisor today!

**BROADMOAR**  
CONSULTING GROUP

[www.broadmoarconsulting.com](http://www.broadmoarconsulting.com)

[contact@broadmoarconsulting.com](mailto:contact@broadmoarconsulting.com)